

Louisiana Department of State

Civil Service

Allocation Criteria Memo

PUBLIC INFORMATION JOB SERIES

Public Information Officers can be assigned to perform verbal or written communication duties. Written communication duties may include content development, graphic design, layout, etc. of publications and/or correspondence and documents for wide public dissemination. However, positions which purely perform graphic design tasks, without either additional communication-related duties or substantial responsibility for creating and developing the content associated with the graphic work (such as managing or working with documents or publications from the idea stage to the graphic design and layout stage) should not be allocated to this series.

Public Information Officer 1	Positions allocated to this job title do not participate in a career progression group.
Public Information Officer 2	Allocations for entry/journeyman jobs should be made at this level in a Career Progression Group.
Public Information Officer 3	<p>Additional responsibility for one or more of the following: developing new PR programs, developing and implementing crisis management plans, training agency media liaisons, working with agency media liaisons on quarterly or annual PR campaigns or serving as a departmental web or electronic commerce administrator. In a small agency without a complex PR program and presence of an unclassified Public Information Officer, this is the highest level allocated.</p> <p><i>Cap of the Career Progression Group</i></p>
Public Information Director 1	Located at the office level where there is a higher level Director at the department level or located in small agencies. May or not supervise, but has responsibility for the entire agency PR program,

	including the budget and acting as agency spokesperson.
Public Information Director 2	<p>Performs managerial duties and may serve as the agency spokesperson. Positions may be subordinate to elected officials or be located at the following:</p> <ol style="list-style-type: none"> 1. Large departments without complex PR programs 2. Medium-sized agencies with complex programs (ex. Group Benefits) 3. Large departments with unclassified Public Information Officers <i>and</i> complex PR Programs
Public Information Director 3	<p>Located at large agencies with complex programs and <i>no</i> unclassified Public Information Officer. Supervision of professional staff is required. Positions may not be allocated at agencies with unclassified Public Information Officers. The unclassified position serves as <i>the</i> top spokesperson for those agencies.</p>